

Northern Macomb County Citizen Opinion Survey

Richmond Township 2002

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Community Partners and Steering Committee Members

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Bruce Township	Mark Falker
Lenox Township	Heidi Hannan
Ray Township	Charlie Bohm
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2,261 Residents who completed the survey

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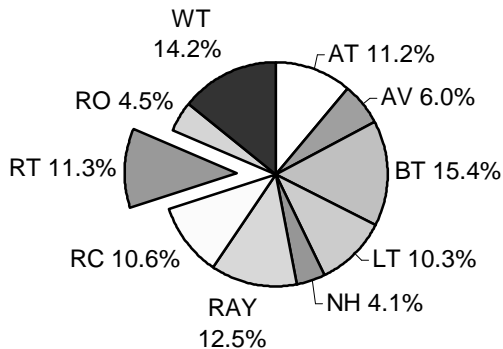
Participant Profile

Of 576 surveys randomly distributed to Richmond Township residents, 249 were returned usable. That is a 43.2% response rate. Table 1 illustrates a comparison between Richmond Township responses and the overall response rate. Figure 1 illustrates Richmond Township's percentage of respondents in relation to the Total Report response.

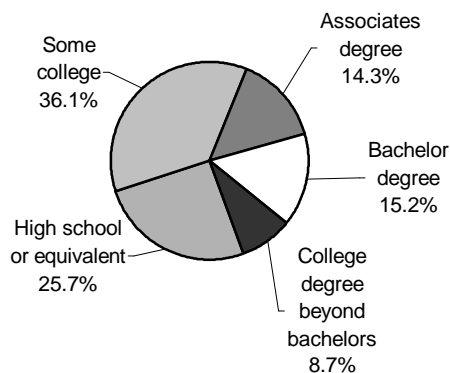
Respondent Demographics:

- 50% male, 50% female
- 36.1% had some college with another 29.5% having an Associates or Bachelor's degree. See Figure 2.
- 54.4% were 40-59 years of age
- Over 70% lived in 2-adult households, 14% in 1-adult and 15% in 3 or more adult households
- Over 60% had household income over \$50,000

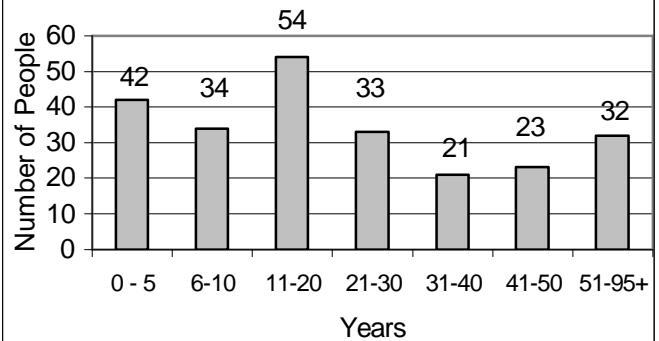
RT Figure 1: Community % of Total



RT Figure 2: Respondents Education Levels



RT Figure 3: Length of Citizen Residency



Of those that responded, 100% owned their home with 30.8% living on rural lots of less than 5 acres. Another 27% lived on large, non-farm lots of more than 5 acres. 11.8% lived on operating farms.

Survey participants indicated that 14.2% had lived in Richmond Township 6-10 years. Another 17.6% had lived there 5 years or less. The largest percentage of residents, 25.6%, lived in the township 11-20 years. One resident had lived in the community 90 years.

Ethnic diversity included .4% Asian, .8% multi-cultural, 1.3% Native American Indian, 4.2% Spanish origin and white, 93.3%.

Community Demographics:

- Population (1990) - 2,528
Population (2000) - 3,416
- Total Land -37.27 square miles (23,852.8 acres)
- Total Water (square miles) - 0.0
- Total Residential Acres* - 1509
- Total Commercial Acres* - 40
- Total Agriculture Acres* - 16,687
- Total Vacant Acres* - 4,885
- Housing Units—1060
- Density/square mile:
Population—91.7
Housing—28.4

*1990 Census figures

RT Table 1: Survey Response Rate	Amount Originally Mailed	Total Responses	Returned defective	Valid Usable Surveys	% of Total Usable Responses
Richmond Twp	576	256	7	249	43.2%
Total	5420	2261	48	2213	40.8%

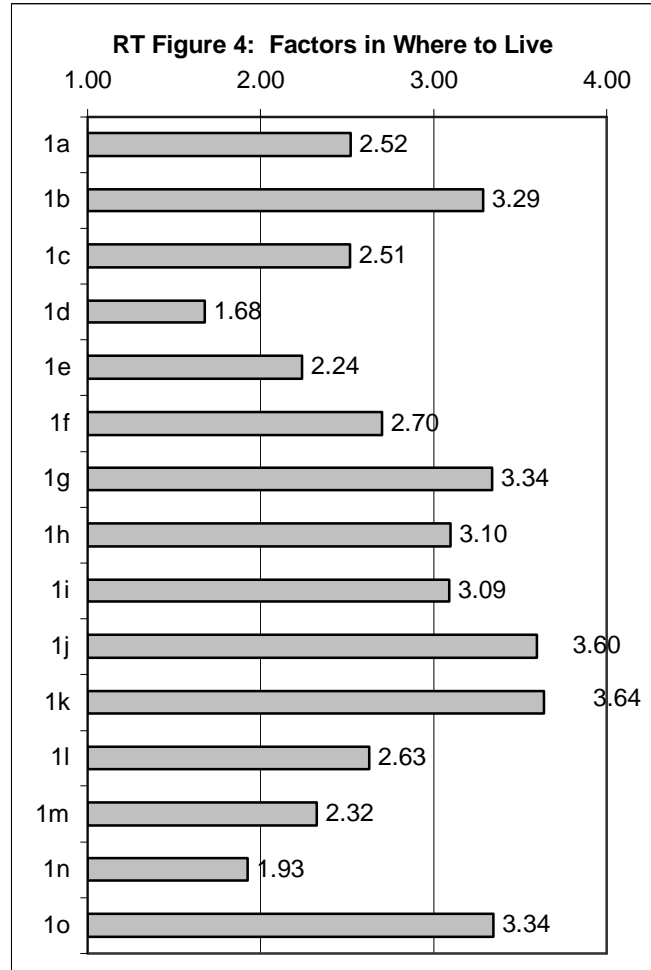
Section 1: Preferences and Concerns

Richmond Township survey participants were asked to prioritize what factors affected their decision about where to live. Of 15 possible factors, they identified seven with a mean score of 3 or higher on a scale of 1 (very unimportant) to 4 (very important).

The top 5 answers differed slightly in rank depending on whether the mean score or percentage of important and very important responses were used. The top answers when asked what factors influenced where residents chose to live when using the mean score were: *Quiet place in the country* and *Public safety/crime*. These would be reversed if using percentages. See Table 2, Figure 4.

Quiet place in the country ranked #1 because it had more very important responses than *Public safety/crime*. However, in overall important/very important responses, *Public safety/crime* was highest with 96.3% compared to 94.6%. *Small town atmosphere* ranked third because it had a higher percentage of important/very important responses than *Good schools*.

The same reversal in order occurs in the *Good schools* and *Affordable home price* categories. *Good schools* had higher number of very important responses but *Affordable home price* had a higher number of important and very important total responses.



RT Table 2: Factors in Where to Live		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
1a	Access to Shopping	243	22	9.1%	88	36.2%	118	48.6%	15	6.2%	2.52	10
1b	Affordable home price	242	6	2.5%	20	8.3%	115	47.5%	101	41.7%	3.29	5
1c	Close to Work	230	17	7.4%	99	43.0%	93	40.4%	21	9.1%	2.51	11
1d	Commercial Airport Access	236	107	45.3%	103	43.6%	21	8.9%	5	2.1%	1.68	15
1e	Cultural Opportunities	233	46	19.7%	92	39.5%	88	37.8%	7	3.0%	2.24	13
1f	Family in Area/Grew Up Here	232	31	13.4%	68	29.3%	73	31.5%	60	25.9%	2.70	8
1g	Good Schools	242	14	5.8%	17	7.0%	84	34.7%	127	52.5%	3.34	4
1h	Health Care	241	6	2.5%	29	12.0%	142	58.9%	64	26.6%	3.10	6
1i	Improved Roads	241	9	3.7%	38	15.8%	117	48.5%	77	32.0%	3.09	7
1j	Public Safety/Crime	243	5	2.1%	4	1.6%	75	30.9%	159	65.4%	3.60	2
1k	Quiet Place in the Country	240	6	2.5%	7	2.9%	55	22.9%	172	71.7%	3.64	1
1l	Recreational Opportunities	240	15	6.3%	82	34.2%	121	50.4%	22	9.2%	2.63	9
1m	Sewage/Water Treatment	232	43	18.5%	97	41.8%	66	28.4%	26	11.2%	2.32	12
1n	Site Near or With Water Access	231	73	31.6%	111	48.1%	38	16.5%	9	3.9%	1.93	14
1o	Small Town Atmosphere	239	7	2.9%	15	6.3%	106	44.4%	111	46.4%	3.34	3

Northern Macomb County Citizen Opinion Survey-Richmond Township

Using a 1 (very unimportant) to 4 (very important) scale, residents were asked to rank concerns in the community. The numbers in parenthesis indicate the rank in the Total Report rank. The top 6 concerns identified by Richmond Township respondents were:

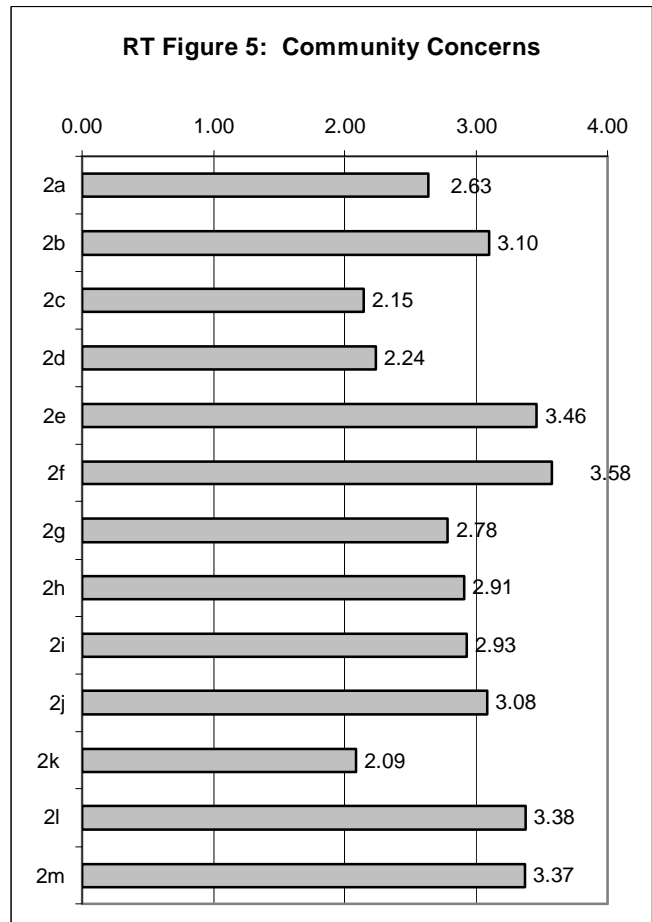
1. Loss of open space (1)
2. Loss of family farm (4)
3. Rapid residential growth (3)
4. Traffic congestion (2)
5. Fragmentation of land by low density dev. (8)
6. Rapid business/commercial growth (5)

68.6% indicated that *Loss of Open Space* was a very important concern. Another 22.6% said it was important. Only 2.1% ranked it very unimportant. See Table 3, Figure 5.

Loss of family farms and *Rapid residential growth* ranked 2nd and 3rd, respectively. When looking at the frequency of important/very important responses, they were very close in total numbers, 208 (*Rapid residential growth*) and 206 (*Loss of family farms*). However, *Loss of family farms* had a higher percentage of very important responses, 63%, compared to 55% for *Rapid residential growth*.

Finally, *Traffic congestion* and *Fragmentation of land by low density development* placed 4th and 5th respectively. These varied from the Total Response. *Traffic congestion* ranked lower in Richmond Township and *Fragmentation of land by low density development* was higher than the Total Report results.

These five concerns were interconnected. *Rapid residential growth* results from *Loss of open space* and *Loss of family farms*. It also caused increased land fragmentation through large rural lots, zoning and increased traffic congestion.



		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
2a	Deterioration of downtown areas	235	22	9.4%	73	31.1%	109	46.4%	31	13.2%	2.63	10
2b	Fragmentation of land by low density development	214	15	7.0%	40	18.7%	68	31.8%	91	42.5%	3.10	5
2c	Lack of affordable housing	234	52	22.2%	112	47.9%	54	23.1%	16	6.8%	2.15	12
2d	Lack of park and recreational facilities	234	43	18.4%	109	46.6%	66	28.2%	16	6.8%	2.24	11
2e	Loss of family farms	238	8	3.4%	24	10.1%	56	23.5%	150	63.0%	3.46	2
2f	Loss of open space	239	5	2.1%	16	6.7%	54	22.6%	164	68.6%	3.58	1
2g	Loss of outdoor recreation areas	233	21	9.0%	64	27.5%	93	39.9%	55	23.6%	2.78	9
2h	Loss of sense of community	235	13	5.5%	50	21.3%	118	50.2%	54	23.0%	2.91	8
2i	Loss of wetlands	232	29	12.5%	48	20.7%	66	28.4%	89	38.4%	2.93	7
2j	Rapid business and/or commercial growth	239	17	7.1%	46	19.2%	76	31.8%	100	41.8%	3.08	6
2k	Time spent commuting to work	230	58	25.2%	105	45.7%	56	24.3%	11	4.8%	2.09	13
2l	Rapid residential growth	240	10	4.2%	22	9.2%	76	31.7%	132	55.0%	3.38	3
2m	Traffic congestion	242	9	3.7%	24	9.9%	77	31.8%	132	54.5%	3.37	4

Section 2: Perceptions Regarding Community Growth

Richmond Township had very similar results as the Total Report on the issue of past and future growth. On a 1 (strongly disagree) to 4 (strongly agree) scale, 93.4% agreed *There had been significant growth pressure in my community during the past 5 years* and 98.3% agreed that these *Growth pressures in my community would increase significantly for the next 5 years*. See Table 4, Figure 6.

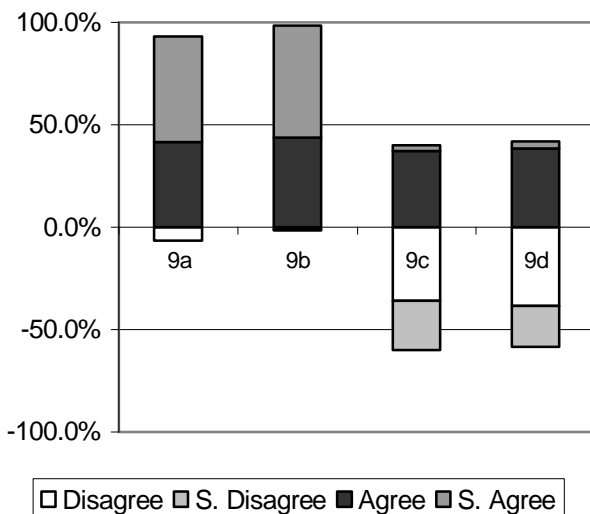
When asked if there had been adequate restrictions on growth, the majority of responses, 73%, were equally divided between agreeing (37.2%) and disagreeing (35.8%). However, over 24% strongly disagreed that there had been enough restrictions

compared to only 2.8% that strongly agreed. When residents were asked about planning over the past 5 years, 38% of respondents each agreed and disagreed that the community had been well planned while 20% strongly disagreed. Only 4% strongly agreed.

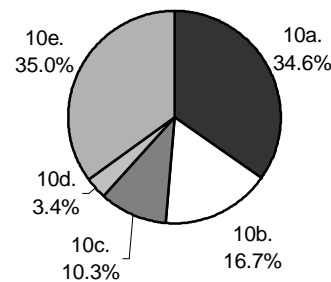
A slightly larger percentage of respondents, 35%, indicated that the *Community should attempt to stop all new development*, while 34.6% would *Encourage development provided that adequate utilities, roads, schools, fire and police services, were existing or available*. Only 3.4% Would like to see the community actively encourage growth. See Table 5, Figure 7.

These responses reflect residents' feelings on past growth. The high percentages that want to stop growth may be because they were dissatisfied with the past restrictions on and planning of growth.

RT Figure 6: Past/Current Growth



RT Figure 7: Future Growth



RT Table 4: Past/ Current Growth		Disagree		Agree		Total
		-1	-2	+3	+4	
9a	There has been significant growth pressure in my community during the past five years	0	16 6.7%	99 41.3%	125 52.1%	240
9b	Growth pressure in my community will increase significantly in the next five years	1 .4%	3 1.3%	104 43.9%	129 54.4%	237
9c	There have been adequate restrictions on development in my community during the last 5 years	52 24.2%	77 35.8%	80 37.2%	6 2.8%	215
9d	For the past five years development in the community has been well planned	40 20%	76 38.2%	76 38.2%	7 3.5%	199

RT Table 5: Future Growth		No.	% of 234	Rank
10a	I encourage development provided that adequate utilities, roads, schools, fire and police services, etc. are existing or available.	81	34.6%	2
10b	I am satisfied with the current rate of growth of our community.	39	16.7%	3
10c	I believe that growth should take its own course with as little government interference as possible.	24	10.3%	4
10d	I would like to see the community actively encourage growth.	8	3.4%	5
10e	The community should attempt to stop all new development.	82	35.0%	1
Total		234	100%	

The Township participants' responses on the issue of roads/road system needs mirrored the Total Report responses and each community's ranking. There were significant differences in the strength of need within each factor, however.

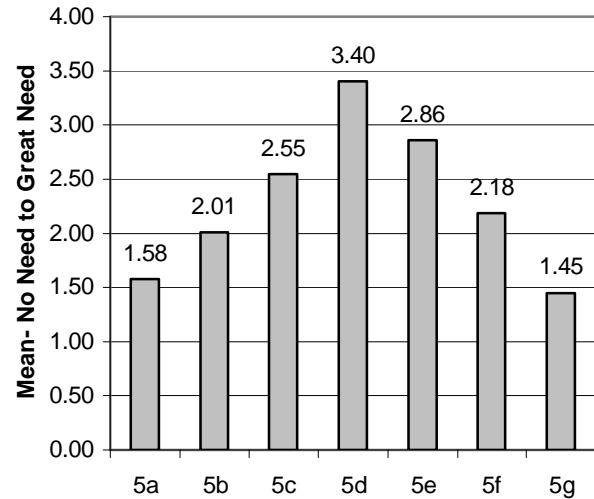
Based on a 1 (no need) to 4 (great need) scale, the only favored factor (mean score=3 or above) was *Improve existing roads*. 53.8% indicated great need and 36% a need for *Improving existing roads*. Second ranked *Widen existing roads* had 29.2% great need and 37.8% need. This correlated back to Section 1 where *Improved roads* was not a high priority on where to live. *Traffic congestion*, however, was ranked a high concern but *Widen existing roads* was not identified as a great need by many residents.

The roads issue generated the most "write in" responses of any survey question. Township themes regarding community roads were:

- Fix/Maintain existing roads (primarily dirt/gravel)
- Need for Richmond City bypass
- Pave gravel/dirt roads

It is interesting that even though there were comments encouraging a bypass around the City of Richmond, over 40% indicated no or low need for the *Encourage the expansion of some roads to highways* and only 31% saw a need or great need to *Build new roads*.

RT Figure 8: Road Needs



See Richmond Township comments in the appendix for a complete list.

RT Table 6: Road Needs		Total	No Need		Low Need		Need		Great Need		Mean	Rank
			1	%	2	%	3	%	4	%		
5a	Build freeways	231	141	61.0%	54	23.4%	28	12.1%	8	3.5%	1.58	6
5b	Build new roads	228	89	39.0%	68	29.8%	51	22.4%	20	8.8%	2.01	5
5c	Encourage the expansion of some roads to highways (such as M-59)	232	55	23.7%	39	16.8%	94	40.5%	44	19.0%	2.55	3
5d	Improve existing roads	236	8	3.4%	16	6.8%	85	36.0%	127	53.8%	3.40	1
5e	Widen existing roads	233	24	10.3%	53	22.7%	88	37.8%	68	29.2%	2.86	2
5f	Expand public bus or transit system	231	73	31.6%	74	32.0%	53	22.9%	31	13.4%	2.18	4
5g	Airport expansion	215	145	67.4%	49	22.8%	16	7.4%	5	2.3%	1.45	7

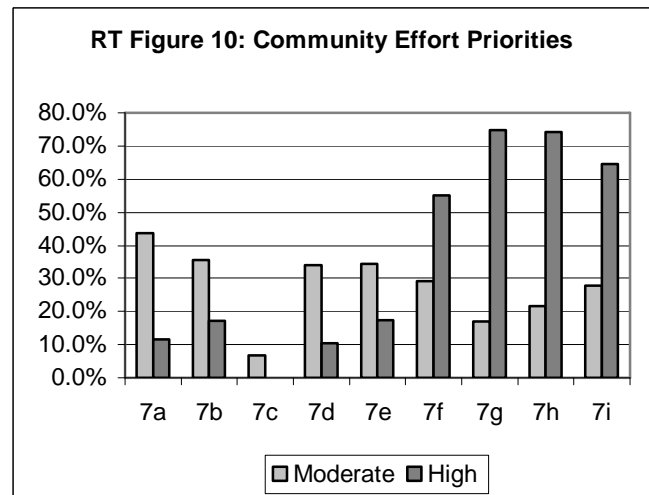
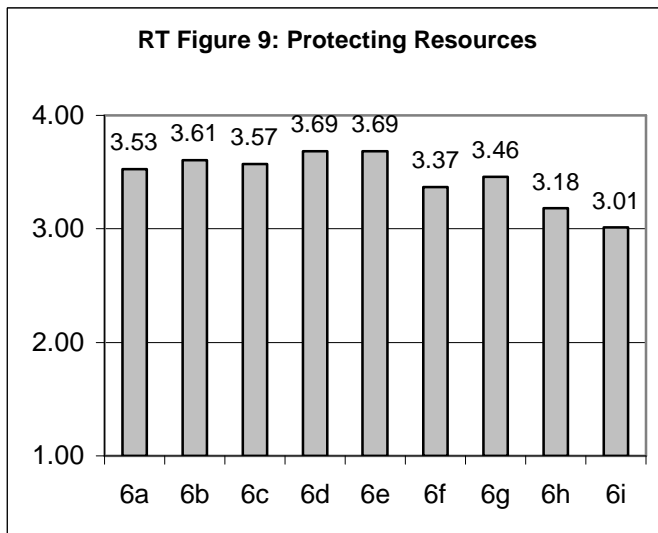
Section 3: Environment and Natural Resources Protection

When asked to identify community resources that should be protected, this question received all positive responses (3 or above) based on a 1 (very unimportant) to 4 (very important) scale. The top four responses by mean score were only 1.2 points apart in important/very important responses. See Table 7, Figure 9.

Groundwater resources were identified by 75.5% of respondents as being a very important and had combined important/very important responses of 95.8%. Lake and Stream water quality ranked second in combined very important responses with 95.5%. However, looking at only very important responses, Lake/stream quality water quality was higher than Groundwater resources. Even though Farmland, number 3 in mean score, had a higher very important percentage of 73.3%, based on the combined 91.8% response rate, it would be 4th after Woodlots with 93.2%.

Respondents chose preserving and protecting natural areas over building or expanding areas, even if it was for public use when asked to identify priorities for the community.

On a scale of 1 (very unimportant) to 4 (very important) *Protecting wood lands* ranked first. When combining moderate and high priorities *Protecting wood lands* received 95.9% and *Protecting farmland from development* received 91.7%. *Protecting wood lands* had a slightly lower percentage in the high priority than *Protecting farmland from development*, 74.2% versus 74.8% but it had a significantly higher percentage in the moderate category, 16.9% (Farmland) to 21.7% (Woodlands). *Preserving wetlands and marshes* was positively ranked but was much lower in moderate/high priority responses than the top three. See Table 8, Figure 10.



RT Table 7: Protecting Resources		Total	V. Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
6a	Rural character	239	10	4.2%	7	2.9%	69	28.9%	153	64.0%	3.53	5
6b	Farmlands	243	10	4.1%	10	4.1%	45	18.5%	178	73.3%	3.61	3
6c	Woodlots	238	9	3.8%	7	2.9%	61	25.6%	161	67.6%	3.57	4
6d	Groundwater resources	237	6	2.5%	4	1.7%	48	20.3%	179	75.5%	3.69	1
6e	Lake/stream water quality	240	7	2.9%	4	1.7%	46	19.2%	183	76.3%	3.69	2
6f	Scenic views	232	5	2.2%	25	10.8%	81	34.9%	121	52.2%	3.37	7
6g	Wildlife and wetland habitat	234	7	3.0%	17	7.3%	71	30.3%	139	59.4%	3.46	6
6h	Existing downtown area	234	8	3.4%	31	13.2%	106	45.3%	89	38.0%	3.18	8
6i	Recreational sites/area	233	12	5.2%	46	19.7%	102	43.8%	73	31.3%	3.01	9

RT Table 8: Community Effort Priorities		Total	No		Low		Moderate		High		Mean	Rank
			1	%	2	%	3	%	4	%		
7a	Building more parks for sporting activities and family outings	235	27	11.5%	78	33.2%	103	43.8%	27	11.5%	2.55	5
7b	Building more hiking and biking trails	238	39	16.4%	73	30.7%	85	35.7%	41	17.2%	2.54	6
7c	Building public golf courses	238	130	54.6%	92	38.7%	16	6.7%	0	0.0%	1.52	9
7d	Expanding existing state parks	230	41	17.8%	87	37.8%	78	33.9%	24	10.4%	2.37	8
7e	Expanding public hunting and fishing opportunities	230	45	19.6%	66	28.7%	79	34.3%	40	17.4%	2.50	7
7f	Preserving wetlands and marshes	234	11	4.7%	26	11.1%	68	29.1%	129	55.1%	3.35	4
7g	Protecting farmland from develop-ment	242	4	1.7%	16	6.6%	41	16.9%	181	74.8%	3.65	2
7h	Protecting wood lands	240	2	0.8%	8	3.3%	52	21.7%	178	74.2%	3.69	1
7i	Protecting land along river ways	237	2	0.8%	16	6.8%	66	27.8%	153	64.6%	3.56	3

Respondents were asked to identify barriers to meeting land use challenges. They were asked to check all items that applied out of eight choices. Township participants clearly identified *Pressure from developers* as the #1 barrier. 74% of the 249 survey respondents had this item checked. *Poor public understanding of land use issues* was the second ranked barrier with 53%. See Table 9, Figure 11.

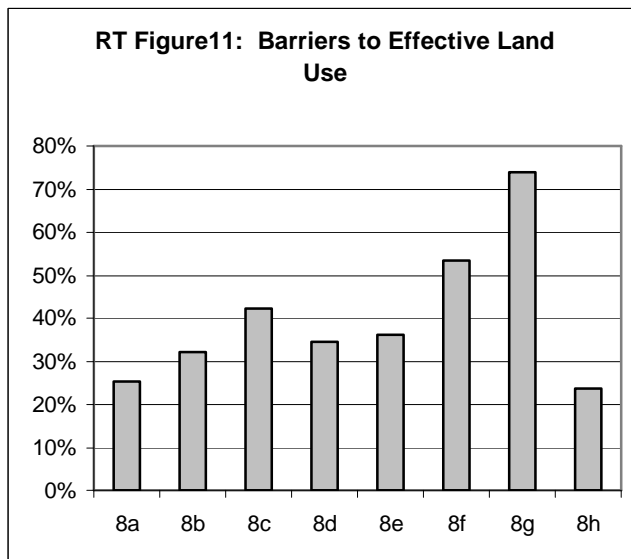
Only 25% felt that a *Lack of adequate enforcement of regulations* was a barrier to land use challenges.

This differs from data from Section 2 where over half of respondents indicated there had not been adequate restrictions on growth.

Written comments regarding land use and development focused on the following themes:

- Developer pressure
- Future farm loss concerns

See Richmond Township comments in the Appendix for a complete list.



RT Table 9: Barriers To Effective Land Use		No.	% of 249	Rank
8a	Lack of adequate enforcement of regulations	63	25%	7
8b	Lack of adequate land use regulations	80	32%	6
8c	Lack of adequate planning	105	42%	3
8d	Lack of planning and zoning coordination with adjoining communities	86	35%	5
8e	Poor public support for difficult land use decisions	90	36%	4
8f	Poor public understanding of land use issues	133	53%	2
8g	Pressure from developers	184	74%	1
8h	Too much state and federal regulation	59	24%	8

Section 4: Open Space, Natural Areas and Farmland Preservation

In other surveys conducted around the state, open space, natural areas, and farmland were all identified as resources to protect. Using a 1 (very unimportant) to 4 (very important) scale, respondents were asked to rank why these areas were important and what option (s) they would support to protect them. The top three reasons to protect open space and natural areas by mean score and frequency percentages were to:

- Preserve rural character of the community
- Maintain environmental benefits of open space
- Slow down and control development

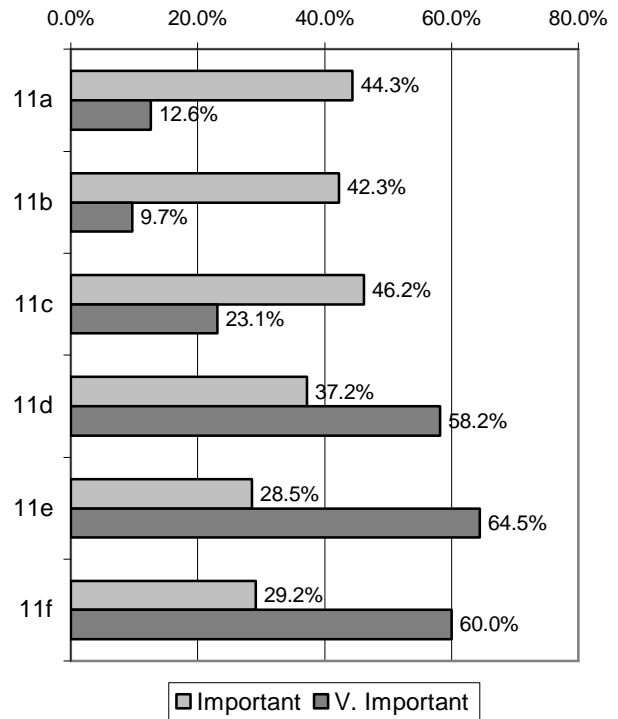
To preserve the rural character of the community had 17 more very important responses than *To maintain environmental benefits of open space* but had 20 fewer in the important category. The *To preserve rural character of the community* category had a higher mean score due to its higher very important responses, but was over 2% less than *To maintain environmental benefits of open space* when comparing important/very important categories combined.

This strong protection for environmental benefits related back to Section 3 where all of the natural resources features ranked very high to protect.

As with many of the questions, there was a wide gap between the items chosen as important/very important and those identified as low or no importance.

Looking at residents' positive responses on open space and natural areas indicated these are important in and of themselves. Those areas were also part of how the

RT Figure 12: Open Space/Natural Areas Protection



community identified its characters and its small town atmosphere as identified in Section 1.

RT Table 10: Open Space/Nat. Areas		Total	Very Unimportant		Unimportant		Important		V. Important		Mean	Rank
			1	%	2	%	3	%	4	%		
11a	To provide more park space for family outings and sporting activities	230	31	13.5%	68	29.6%	102	44.3%	29	12.6%	2.56	5
11b	To expand public access for recreational opportunities	227	29	12.8%	80	35.2%	96	42.3%	22	9.7%	2.49	6
11c	To maintain hunting and fishing opportunities	225	22	9.8%	47	20.9%	104	46.2%	52	23.1%	2.83	4
11d	To maintain environmental benefits of open space (watershed protection, natural areas, wildlife habitat)	239	5	2.1%	6	2.5%	89	37.2%	139	58.2%	3.51	2
11e	To preserve the rural character of the community	242	6	2.5%	11	4.5%	69	28.5%	156	64.5%	3.55	1
11f	To slow down and control development	240	8	3.3%	18	7.5%	70	29.2%	144	60.0%	3.46	3

In looking at possible options to protect farmland, residents clearly identified the ones they would support. On a 1 to 3 scale with 1 being no support, 2 being some support and 3 being support, there were 4 options ranked above 2, meaning some support or support. There was more than a 25% difference between the third and fourth options, however.

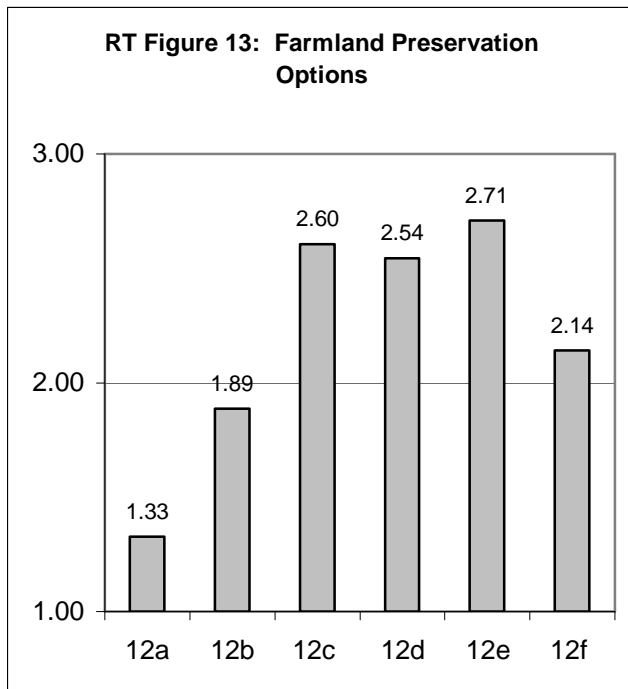
Richmond Township was 1 of 5 communities that ranked *Provide reduced taxes to farmers who voluntarily agree not to develop their land* as their first choice. This option was supported by 77.6% of the

respondents. See Table 11, Figure 13.

Limit the number of new homes in rural areas through stricter land use and zoning regulations and *Pay farmers who voluntarily agree to permanently protect farmland from future development through a conservation easement* were ranked 2nd and 3rd, respectively with 68.6% and 65.5% combined response total.

Allow developers to build more homes than zoning currently allows in exchange for financially supporting farmland preservation programs was not supported by over 76% of the residents. As with the Total Report responses, it's difficult to know whether participants did not want increased density in developing areas to preserve farmland in other parts of the community as a way to control growth or if they did not want zoning variances.

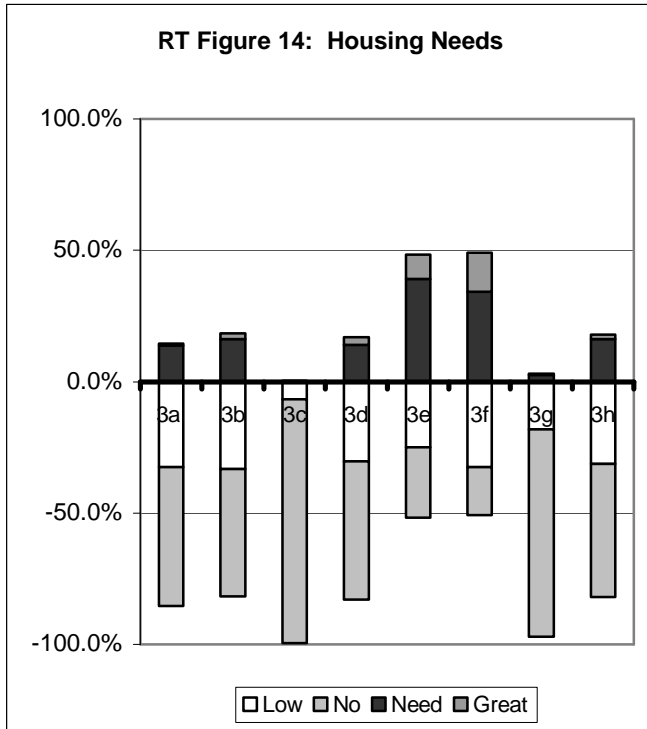
Finally, the top options identified would limit or reduce township tax revenues. Richmond Township residents ranked *I would support a modest fee or tax to preserve farmland* responses were higher than most of the other communities who chose the same options as their top 3 choices



RT Table 11: Farmland Preservation Options		Total	No Support		Some Support		Support		Mean	Rank
			1	%	2	%	3	%		
12a	Allow developers to build more homes than zoning currently allows in exchange for financially supporting farmland preservation programs	207	159	76.8%	28	13.5%	20	9.7%	1.33	6
12b	Direct or encourage more development in and around existing cities and/or villages	221	84	38.0%	78	35.3%	59	26.7%	1.89	5
12c	Limit the number of new homes in rural areas through stricter land use and zoning regulations	229	19	8.3%	53	23.1%	157	68.6%	2.60	2
12d	Pay farmers who voluntarily agree to permanently protect farmland from future development through a conservation easement	223	25	11.2%	52	23.3%	146	65.5%	2.54	3
12e	Provide reduced property taxes to farmers who voluntarily agree to not develop their land	228	16	7.0%	35	15.4%	177	77.6%	2.71	1
12f	I would support a modest fee or tax if it could really help preserve farmland	215	60	27.9%	65	30.2%	90	41.9%	2.14	4

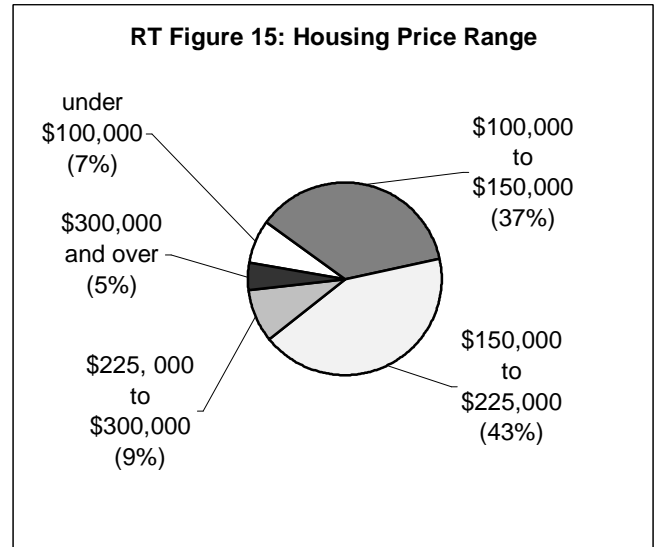
Section 5: Housing

When asked about the types of housing needed in the community, the trend was that only specific types of housing were needed. On a 1 (no need) to 4 (great need) scale, no choice was ranked as a great need. Low/no responses ranged from a high of 97.6% for *Mobile home parks* to 50.9% for *Single family homes*. Only two of the eight items had close to 50% of the responses indicating a need: *Single family homes* with 49.1% and *Retirement housing* with 48.3%. It appeared that any type of housing meant more development. Two possible conclusions can be made from these overwhelming results: 1) residents saw a need for only specific types of housing and/or 2) if new housing occurred, they wanted permanent housing, such as single family or retirement housing, not apartments or mobile homes even on private land. See Table 12, Figure 14.



The response to what range of housing was needed, based on cost, reflects the previous question's conclusions. Homes in the \$150,000-\$225,000 range were the first choice among survey participants. Over 42% chose this price range as the most needed. The second option was \$100,000-\$150,000 with 36.6%. See Table 14, Figure 15.

These price ranges would accommodate the budgets of first time homebuyers as well as seniors looking to downsize to a retirement income.



RT Table 13: Housing Price Range		No.	% of 235	Rank
4a	under \$100,000	17	7.23%	4
4b	\$100,000 to \$150,000	86	36.60%	2
4c	\$150,000 to \$225,000	100	42.55%	1
4d	\$225,000 to \$300,000	21	8.94%	3
4e	\$300,000 and over	11	4.68%	5
Total		235	100.00%	

RT Table 12: Housing Needs			No		Low		Need		Great		Mean	Rank
			(-) 1	% 1	(-) 2	% 2	3	% 3	4	% 4		
3a	Apartments	233	123	52.8%	76	32.6%	32	13.7%	2	0.9%	1.63	6
3b	Condominiums	234	113	48.3%	78	33.3%	38	16.2%	5	2.1%	1.72	3
3c	Mobile Home Parks	237	220	92.8%	16	6.8%	1	0.4%	0	0.0%	1.08	8
3d	Rental Homes	230	121	52.6%	70	30.4%	32	13.9%	7	3.0%	1.67	5
3e	Retirement Housing	236	63	26.7%	59	25.0%	92	39.0%	22	9.3%	2.31	2
3f	Single Family	230	42	18.3%	75	32.6%	79	34.3%	34	14.8%	2.46	1
3g	Single/Double wide mobile homes on private lots	232	183	78.9%	42	18.1%	6	2.6%	1	0.4%	1.25	7
3h	Manufactured Homes	233	118	50.6%	73	31.3%	38	16.3%	4	1.7%	1.69	4

Section 6: Efforts for Economic Development

When asked about the level of time and money that should be directed toward attracting 7 economic activities, only 1 item was identified as a moderate or high effort. On a 1 to 4 scale with 1 being no effort and 4 being high effort, *Farming* was the number 1 effort identified. The high and moderate effort responses were 57.9% and 31.9%, respectively. That combined percentage (89.8%) was over 20% higher than the 2nd choice, *Agriculture product processing* with 68.7%. Richmond Township was only 1 of 2 communities that had more than 50% (136/235) in high effort responses for the *Farming* category.

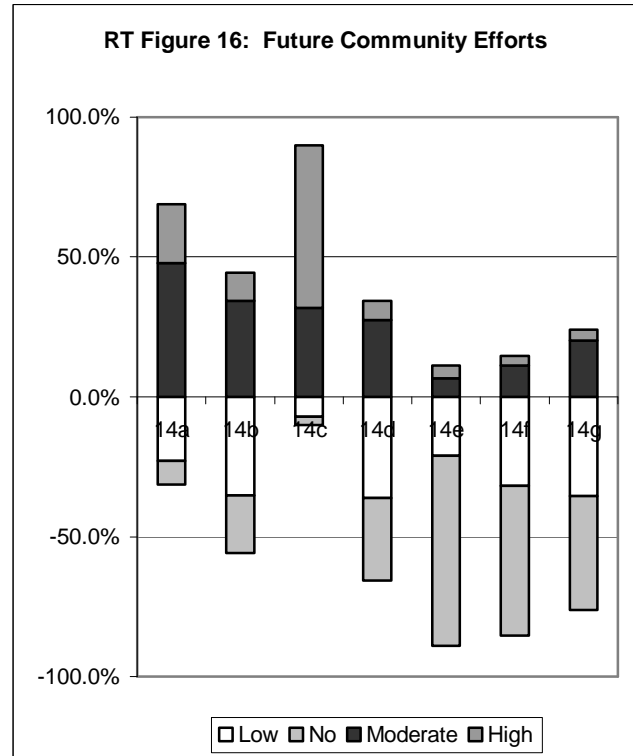
Commercial/Retail businesses and *Light manufacturing* ranked 3rd and 4th with a combined moderate/high effort percentage of 44.3% and 34.4%, respectively. See Table 14, Figure 16.

It is interesting to note that 3 of the 4 top choices were all activities that use *less* money in community services than they would pay in taxes *to* the community.

Only 11.2% expressed moderate or high effort be directed toward attracting *New housing development*. This emphasized the conclusions from Section 5, where there was limited need indicated for most types of housing.

Written comments on effort needed in the community were varied with no definitive themes.

See Richmond Township comments in the appendix for complete list.



Note: The data and percentages for the *New Home development* may be lower than normal due to a printing error in question 14 on the survey. It may have confused some respondents and they simply did not answer that item on the survey.

		Total	No		Low		Moderate		High		Mean	Rank
			1	%1	2	%2	3	%3	4	%4		
14a	Agriculture product processing	214	18	8.4%	49	22.9%	102	47.7%	45	21.0%	2.81	2
14b	Commercial/retail business	230	47	20.4%	81	35.2%	79	34.3%	23	10.0%	2.34	3
14c	Farming	235	7	3.0%	17	7.2%	75	31.9%	136	57.9%	3.45	1
14d	Light manufacturing	233	69	29.6%	84	36.1%	64	27.5%	16	6.9%	2.12	4
14e	New housing development (subdivision)	151	102	67.5%	32	21.2%	10	6.6%	7	4.6%	1.48	7
14f	Resort and related business	230	123	53.5%	73	31.7%	26	11.3%	8	3.5%	1.65	6
14g	Tourism	229	93	40.6%	81	35.4%	46	20.1%	9	3.9%	1.87	5

Citizens were asked to indicate their level of support for public financing using a 1 (don't support) to 3 (strong support) scale. In Section 1, Richmond Township residents identified *Loss of open space*, *Loss of family farms* and *Rapid residential growth* as top concerns. They also felt that *Groundwater resources* and *Lake and stream water quality* should be given priority to protect. However, *Road repair and maintenance*, *Emergency services such as fire and police protection*, and *Recycling* were ranked the top 3 priorities for public financing. See Table 15, Figure 17.

When looking just at high percentages, the categories are the same rank as the mean score.

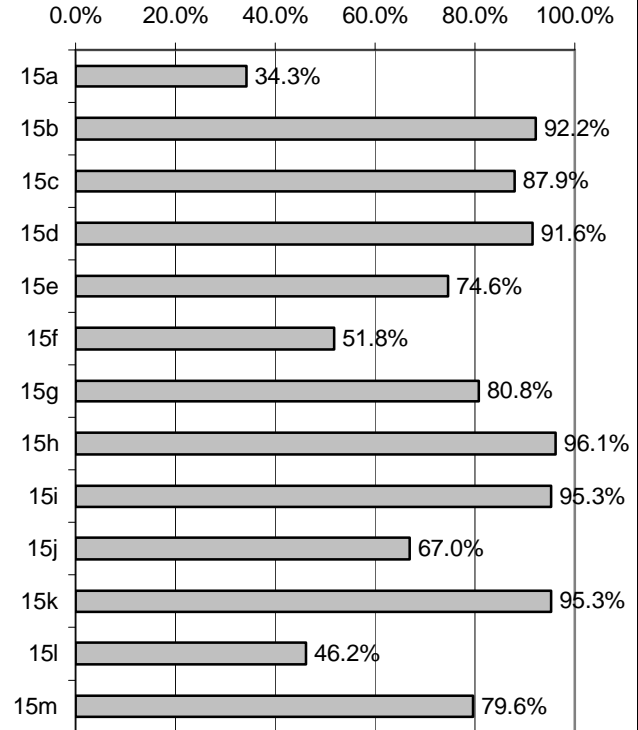
Road repair and maintenance had the largest strong support response. However, in combined support/strong support responses there's only .1 difference between *Road repair* and *Emergency services*, 95.2% to 95.3%, respectively.

Interestingly, *Recycling* ranked 3rd based on mean score but had the highest combined percentage with 96.1%.

Natural areas/open space preservation program and *Farmland preservation program for the community* ranked 4th and 5th, with 91.6% and 92.2%,

RT Figure 17: Future Funding Priorities

% of Responses Support & Strong Support Combined



respectively. Written comments were diverse. A complete list is in the Appendix.

RT Table 15: Future Funding Priorities		Total	Don't		Support		S. Support		Mean	Rank	2 & 3 Total
			1	%	2	%	3	%			
15a	Business and land development services	210	138	65.7%	66	31.4%	6	2.9%	1.37	13	34.3%
15b	Farmland preservation program for the community	230	18	7.8%	91	39.6%	121	52.6%	2.45	5	92.2%
15c	Land use planning and zoning	224	27	12.1%	109	48.7%	88	39.3%	2.27	6	87.9%
15d	Natural areas/open space preservation program	225	19	8.4%	79	35.1%	127	56.4%	2.48	4	91.6%
15e	Public parks	224	57	25.4%	120	53.6%	47	21.0%	1.96	9	74.6%
15f	Public transportation with small buses	220	106	48.2%	91	41.4%	23	10.5%	1.62	11	51.8%
15g	Purchase of additional land as nature preserve(s)	219	42	19.2%	105	47.9%	72	32.9%	2.14	8	80.8%
15h	Recycling	232	9	3.9%	94	40.5%	129	55.6%	2.52	3	96.1%
15i	Road repair and maintenance	234	11	4.7%	74	31.6%	149	63.7%	2.59	1	95.2%
15j	Trails for hiking, biking	227	75	33.0%	89	39.2%	63	27.8%	1.95	10	67.0%
15k	Emergency services such as fire and police protection	232	11	4.7%	85	36.6%	136	58.6%	2.54	2	95.3%
15l	Expansion of sewer and water for future development	221	119	53.8%	75	33.9%	27	12.2%	1.58	12	46.2%
15m	Upgrading and expanding school facilities	225	46	20.4%	98	43.6%	81	36.0%	2.16	7	79.6%

Section 7: Coordinated Planning

If any conclusions could be drawn from this survey, it was that the participating communities, while unique in some ways, had more similarities than differences. Each community appeared to be on the same development continuum with each one at a different point on the continuum.

Richmond Township residents recognize that many issues were multi-jurisdictional because they crossed municipal borders, such as water resources, roads and development impacts.

Having already initiated some coordinated planning efforts with the city, these survey results reaffirmed those positive activities. It also enhances their ability to work with neighboring townships in the future. It follows that, as multiple communities working together, they would have much more success in realizing their goals. The residents in each community think so, too.

Residents were asked if they favored *Coordinated Planning with adjacent communities*. The responses were favorable, using a 1 to 3 scale, with 1 being don't favor and 3 being strongly favor. Of those who had an opinion, 54% favored and 32% strongly favored *Coordinated Planning*. These result were consistent with the Total Report result. See Figure 18.

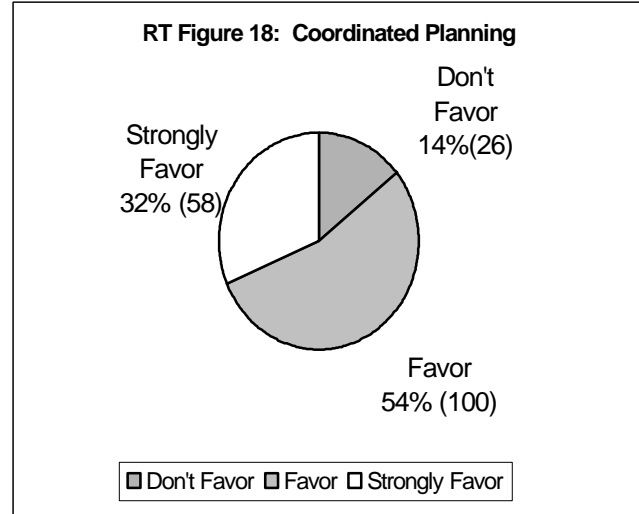
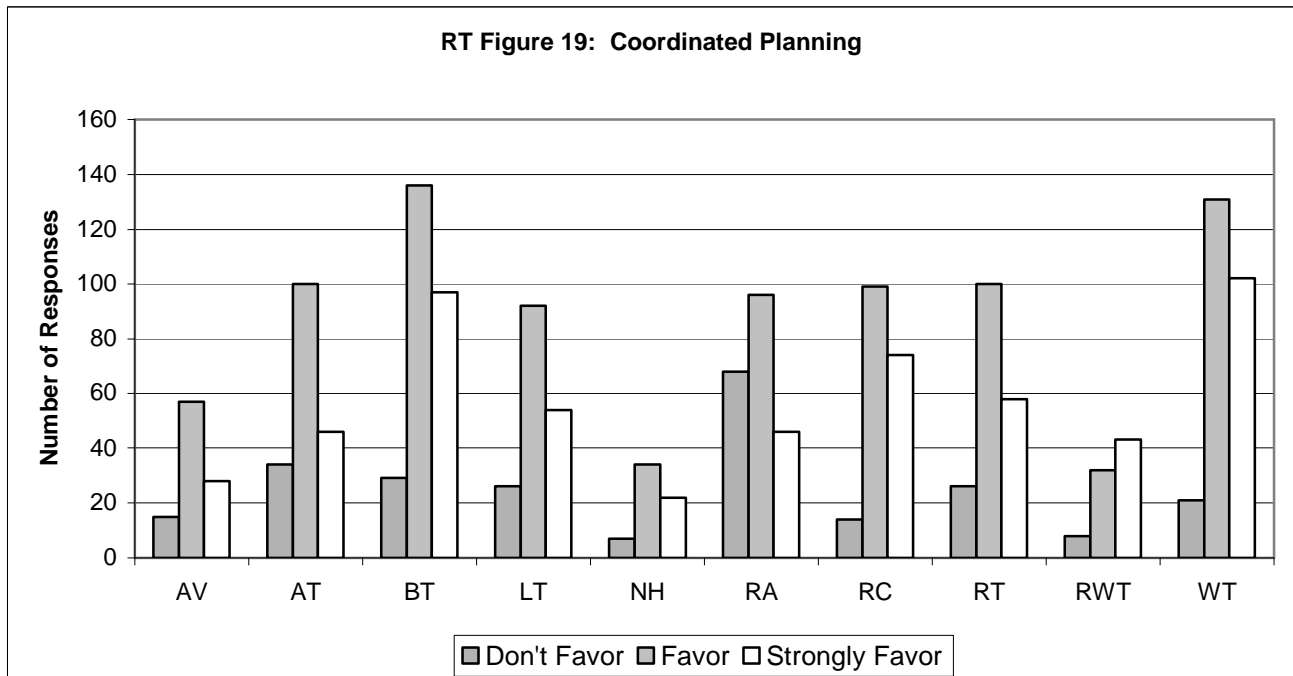


Figure 19 illustrates Richmond Township's participant responses in relation to the each survey community's responses.



Some final thoughts about residents' opinions and comments
for elected officials.

- Citizens care about the issues that were relevant to their lives and that of their communities evidenced by the high return rate. Encouraging further involvement through continued dialogue and education will further engage residents.
- Citizens value the natural resources of Macomb County. Consistent support was indicated for the use, preservation and maintenance of the natural resources such as water, streams, woodlots and general preservation.
- Citizens recognize that growth was an issue that will continually face them. By and large, they support growth provided that the infrastructure already exists. Residents identify developers as the focal point for the negative aspects of growth. Most are less than satisfied with government's role in handling the growth challenges in their community.
- Citizens recognize and acknowledge their poor understanding of land use issues. Growth and land use are integral components in the essence and nature of the community. Helping citizens through an educational process that increases their understanding of land use alternatives and decision making options will help the community engage citizens in the local governance process.
- Citizens strongly support collaboration and communication with adjacent communities. Survey analysis reveals a strong consistency, similarity, and homogeneity of responses across resident populations in the top responses to the questions. This consistency and expressed support gives elected officials a citizen mandate for inter-governmental communication and problem solving regarding community planning and issues.

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If you have questions about this report please ask for
Marilyn Rudzinski, Director or Terry Gibb, Natural Resources Agent

Additional information from other municipalities can be
found at our website www.msue.msu.edu/macomb

Northern Macomb County Citizen Opinion Survey-Richmond Township

The area has a variety of roads and road systems. In your opinion does the local, county, state and/or federal government need to:

Repair the roads we now have
Repair gravel roads
Fix bridges that are out
Care for roads we have
Build by-pass around Richmond
Maintain gravel roads better. They are in much worse condition than in 3-4 years age
Establish rails to trails project for horseback riders
If you build it they will come!!
Access out of Richmond (Forest & Lowe Plank)
Alternate route around M-19
Use tax dollars to improve existing roads. Do it smart. Don't waste our money
Poor planning appears (long commute distances) largely responsible for need
Build roads that don't have to be repaired frequently.
Pave Lowe Plank & Pound
h.) Provide by-pass around City of Richmond.
h.) Paving existing roads.
Rural gravel speed limit set at 40mph except for emergencies.
Need bypass in Richmond
Maintain gravel roads
Improve existing roads by blacktop
h.) Keep up repairs.
Pave gravel roads
Fix potholes
Fix problem with dirt roads

What do you believe are the barriers, if any, to meeting land use challenges in your community?

A wetland should stay a wetland and not be developed. What use is it to turn it into a then?
Temptation of farmers to sell for subdivisions.
Regulating road use
Greed & money
Limited Access M53 26 Mile - I69
Overpopulation. The community should attempt to slow new development.
The community should control growth to maintain rural character.
Pressure from developers is the biggest barrier.
Funding to mount legal challenges to developers
Having a voting day on an off day.
Greed
Poor government understanding of land use issues
Pressure from developers - very high
No farmers, no food.
Builders who get property rezoned in their favor
Lack of preserving farmlands

Northern Macomb County Citizen Opinion Survey-Richmond Township

Public officials need to know your concerns about the economic future of your area. Indicate the level of effort (time and money) you feel should be directed towards attracting the following activities to your community.

No new housing/pressure old business district.

f: only businesses that do not pollute -- NOT golf courses.

h. Museums, nature centers & preserves, square dancing halls, small unique shops, gardens, x-country ski trails, organic farms, advanced educ. facilities, science center, imax theater.

Rails to Trails Program

h=protect under developed land

Get taxes from light manufacturing.

Fix our roads!

Commercial manufacturing park

As the community continues to grow and develop, additional public services will be required. Please indicate the extent to which you support public financing to pay for any of the following:

Farm businesses

Farm Businesses

Urgent care facility

Adding/splitting school districts.7

Rails to Trails for horseback activities

\$63 million from state transportation fund transferred to other funds last year.

We have 3 police programs in the Richmond area know we don't need -1- small Germany you can't go to the back of a school or gas station thru town and not see 1 cop.

Mobile home park

If they keep the school facilities by the original school facilities

N=rainwater runoff=3 (strong support)

There should be strict laws against changing zoning that allows builders to do what they want at the expense of our rural beauty. Most of the time they have more money behind them than our local government so they get their way in court by suing.

j. Horseback riding m. Just did it less than 5 years ago.

Areas of our metropolitan area are already better suited to provide these services than our community